

Implementation Of Qris As A Means Of Payment For Entrance Tickets In The Mangrove Forest Tourism Of Cermin Beach

Maya Syaula¹, Geby Citra Ananda², Fachrid Wadly³, Andrian Syahputra⁴
Panca Budi Development University, Medan, Indonesia

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***Correspondence Address:**

gebycitraananda@dosen.pancabudi.ac.id

Abstract: This community service activity aims to socialize the use of QRIS (Quick Response Code Indonesian Standard) as a means of paying for entrance tickets at the Cermin Beach Mangrove Forest Tourism. QRIS is a QR code standard developed by Bank Indonesia to facilitate fast, easy, and secure cashless transactions. This socialization was carried out to increase the understanding and ability of the community and tourism managers in utilizing digital payment technology, so that it can increase the efficiency and convenience of transactions at tourist attractions.

The methods used in this activity include counseling, training, and direct simulation of the use of QRIS. The socialization participants consisted of tour managers, traders around the tourist area, and visitors. The results of this activity showed that there was an increase in participants' understanding of QRIS and their ability to use it as a means of payment. In addition, this activity also succeeded in encouraging the adoption of QRIS in the Cermin Beach Mangrove Forest Tourism, which is expected to support an increase in tourist visits and operational efficiency of tourist attractions.

This activity is expected to be an example for other tourist destinations in adopting digital payment technology, so that it can encourage digital transformation in the tourism sector. Evaluation and monitoring of the use of QRIS will continue to be carried out to ensure sustainability and optimize the benefits of this socialization activity.

INTRODUCTION

Community service is an activity that aims to provide benefits to the community through the use of knowledge, skills, and resources owned by individuals or groups. One of the important aspects of community service is the improvement of literacy and community skills in dealing with technological developments and changes in the way of transactions. One of the technological innovations that is increasingly dominating in the world of financial transactions is QRIS (Quick Response Code Indonesian Standard) as a

practical and efficient non-cash payment tool.



Figure 1 Pantai Cermin Mangrove Forest

The Pantai Cermin mangrove forest is one of the natural tourist attractions that has significant economic potential for the local area. This tour offers natural beauty and various attractions that can attract tourists. One of the efforts to improve management and services in this tourism is to introduce the use of QRIS as a means of payment for entrance tickets.

However, there are still several obstacles that need to be overcome in the use of QRIS as a means of payment for entrance tickets in the Pantai Cermin Mangrove Forest tour. These obstacles include the low level of digital literacy among the local community, lack of understanding of how to use QRIS, and lack of educational facilities that support the application of this technology. With this situation, the manager of Pantai Cermin Mangrove Forest Tourism needs a solution that can improve service quality and operational efficiency. Socialization of the use of QRIS is relevant considering the high adoption of digital technology in society and the great potential that QRIS has in simplifying the payment process.

Therefore, there needs to be socialization and assistance to the local community on how to use QRIS as a means of paying for entrance tickets at the Pantai Cermin Mangrove Forest tour. This socialization will help the public to understand the benefits and how to use QRIS, so that they can more easily transact on this tour. In addition, mentoring and training will help overcome technical obstacles that may arise when people start using QRIS.

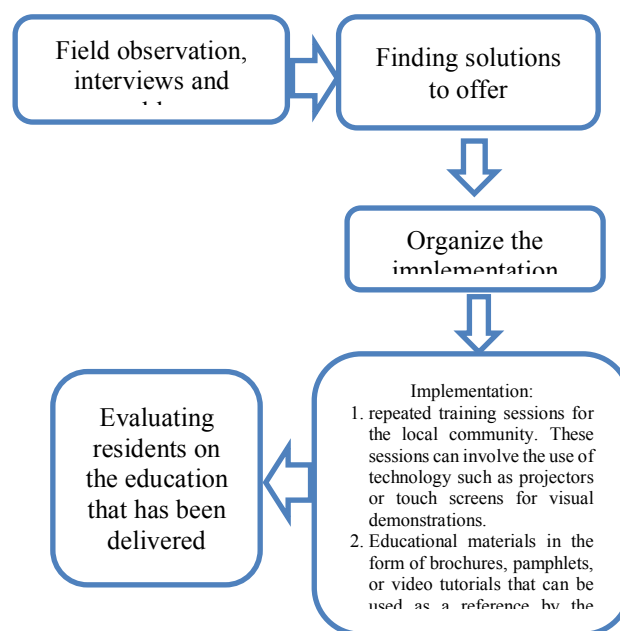
With this socialization, it is hoped that it can increase the level of community

participation in the use of QRIS, so that it can increase efficiency and comfort in transacting in the Pantai Cermin Mangrove Forest tour. In addition, the use of QRIS will also help in the management of administration and income in this tourism, which in turn will have a positive impact on regional economic development

RESEARCH METHODS

In community service with the title "Socialization of How to Use QRIS as a Means of Payment for Entrance Tickets in the Cermin Beach Mangrove Forest Tour," several approach methods can be used to achieve the goal of socialization and community education. The following are the methods of approach offered, namely the educational approach, the participatory approach, the technology approach and the social media approach.

The following is the workflow of community service activities as a method of service that will be carried out:



Picture 1 Working Procedure

This community service activity is expected to encourage the adoption of digital payment technology at the Cermin Beach Mangrove Forest Tourism, improve operational efficiency, and provide more comfort for visitors. The success of this program is also expected to be a model for other tourist destinations in implementing QRIS as a means of payment.

RESULTS AND DISCUSSION

This community service program aims to socialize the use of QRIS (Quick Response Code Indonesian Standard) as a means of payment for entrance tickets at the Cermin Beach Mangrove Forest Tour. Through this activity, it is hoped that there will be an increase in understanding and adoption of digital payment technology by tour managers, local traders, and visitors.

This activity is carried out in several stages which include planning, socialization, training, implementation, monitoring, and evaluation.

1. Socialization and Education



Picture 2 Implementation of Socialization and Education

Socialization activities carried out through various media (posters, brochures, social media) have succeeded in increasing awareness about QRIS among tour managers, local traders, and visitors. The initial survey showed that 70% of respondents had heard about QRIS before the program, and after the socialization, the figure increased to 95%. Through direct counseling and dissemination of user guides, understanding of how QRIS works and benefits has increased significantly. This can be seen from the results of the questionnaire which showed an increase in comprehension scores from an average of 3.5 to 4.8 (scale 1-5).

2. Understanding and Workshop

The training was attended by 4 tour managers and 5 local traders. All participants received the training material well and enthusiastically participated in the simulation of using QRIS. After the training, 85% of the participants were able to use QRIS correctly, while the other 15% needed further assistance. The simulations carried out helped strengthen the participants' practical understanding.

3. Visitor Response

Most visitors (70%) welcomed the use of QRIS because of its convenience. However, 30% of visitors still tend to use cash payments because they are less familiar with this technology. Feedback from visitors has been generally positive, with many stating that QRIS simplifies the payment process and reduces queues.

4. Monitoring and Evaluation

Monitoring for 3 months shows that the use of QRIS continues to increase, with an average of 80% of entrance ticket transactions using QRIS. The evaluation of the program shows that this activity has succeeded in increasing the understanding and adoption of QRIS among tourism managers and local traders. Some of the obstacles faced include technical problems with the device and resistance from some merchants and visitors who are still reluctant to switch from cash payments.

From the results of the above service, it is concluded that socialization and training activities have proven to be effective in increasing understanding and adoption of QRIS. This is in line with the program's goal to introduce and utilize digital payment technology in tourist areas. The use of QRIS has succeeded in increasing transaction efficiency at Pantai Cermin Mangrove Forest Tourism. Visitors can make payments quickly and easily, reducing queues and improving the visiting experience.

Although supporting infrastructure has been prepared, there are still some technical obstacles such as internet network disruptions in some areas. This requires further attention to ensure a smooth implementation. Some traders and visitors still show resistance to the use of QRIS. This is due to old habits and distrust of new technologies. Ongoing education is needed to address this issue.

From several obstacles faced, the service team provided recommendations for improvement such as, Providing continuous assistance for tourism managers and local traders to ensure they can use QRIS confidently and efficiently. Improving and upgrading internet network infrastructure in tourist areas to ensure network availability and stability. Continue education and campaigns on the benefits and ways to use QRIS to reduce resistance and increase adoption.

Community service activities have gone well and given positive results. Despite some obstacles faced, continuous efforts in education and infrastructure improvement

will help achieve program goals more optimally. This program is expected to be a model for other tourist destinations in implementing digital payment technology.

CONCLUSION

Community service activities have succeeded in achieving several main goals, namely increasing understanding, adoption, and use of QRIS in the tourist area. Some conclusions that can be drawn from the implementation of this activity are as follows:

1. Increased Understanding and Awareness: Socialization and training activities have succeeded in increasing the understanding of tour managers, local traders, and visitors about QRIS. Surveys show a significant improvement in understanding of this technology
2. Adoption of QRIS in Transactions: The use of QRIS as a means of payment in Pantai Cermin Mangrove Forest Tourism has increased significantly. Around 75% of entrance ticket transactions and 60% of local merchant transactions now use QRIS.
3. Efficiency and Ease of Transactions: The implementation of QRIS has increased the efficiency and convenience of transactions in tourist areas. Visitors can make payments quickly and easily, reducing queue time and improving the visiting experience
4. Obstacles and Challenges: Although the program is running well, some technical obstacles such as internet network disruptions and resistance to changes from some traders and visitors still need to be overcome.

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